

A case study of Online Marketing Tools Improving Online Success

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The objective of this study was to identify and analyze the opportunities of new technologies for companies and how they take benefit of it. The most important online marketing tools were presented in detail to underpin the theoretic concepts of marketing. Online marketing is not only important for companies to increase turnover, it is nowadays necessary to stay competitive to survive. Companies which do not implement online marketing in their classical marketing activities have a strong competitive disadvantage in today's environment. The study shows how online marketing tools have to be used to be successful, but it also shows that exaggerated use of these tools could have the contrary effect. Every activity has to be well-planned and well-considered.

Keywords: Online Marketing, Online Marketing Tools, Online Success, Companies, Effect.